

Recommendations for 2003-2005

1. Prepare public health workers and community partners to describe the business of public health agencies and how they work to protect and improve the health of people. Accomplish this by providing training, materials, and continuing communications support.

Research has demonstrated that the public places high value on public health services but may not understand exactly how these services are provided and supported within every community. Coordinated training and tools will help public health workers and their partners improve understanding of the important work of public health.

2. Assure that all public health agencies are prepared to carry out effective communications when responding to public health emergencies and local issues of concern.

Clear, swift communication is vital when a community faces a public health threat of any kind. Agencies must have requisite skills on tap or know how to access them by arrangement. Coordination across agencies is essential to reduce wasted effort and assure that messages stay clear and consistent.